

Hanford Live 2019 Outreach

Ryan Miller & Randy Bradbury, Ecology

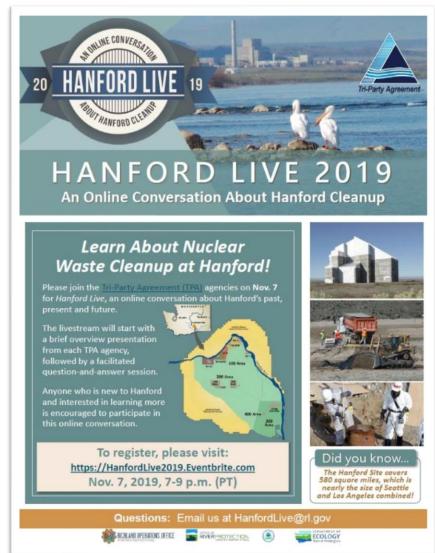
Jennifer Colborn, MSA

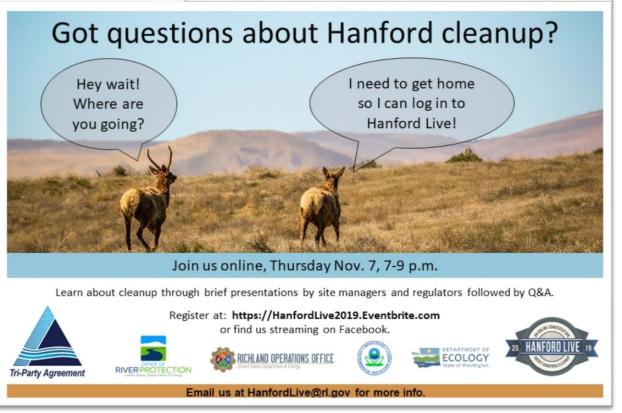
Dec. 3, 2019



Outreach

- Promotional flyer created by agencies
 - MSA shared with 12 regional educational outlets Oct. 9
- Five Listserv announcements with flyer
 - Issued Oct. 7, Oct. 21, Oct. 28, Nov. 4, Nov. 13
- Hanford website event and banner
- Eventbrite invite (114 pre-registered)
- Social media
 - Posts, shares and Facebook event
- Public Service Announcement
 - Sent to 31 TV/radio stations Oct. 15
- Hanford Advisory Board
- Tumbleweird Advertisement (mid-October)
- Email to media outlets Nov. 1







The metrics

Tools

- Reach/Impressions
- EngagementVideo Views
- Survey Results



Dave Einan Hanford Office Manager U.S. Environmental Protection



Alex Smith Nuclear Waste Program Ma **Washington State Depart**



Brian Vance Hanford Site Manager U.S. Department of Energy



Susan Leckband Chair **Hanford Advisory Board**



Social Media Metrics

Broadcasts

- Vimeo: 211 total views, average of 34 viewers during broadcast*
- Facebook: 1,261 total views, average 20-30 during broadcast*

Ecology

- Facebook: 10 posts, 4,352 reach, 677 engagements
- Twitter: 10 tweets, 11,617 impressions, 122 engagements
- Videos (all channels): 7 videos, 1,943 views

Energy

- Facebook: 8 posts, 5,559 reach, 161 engagements
- Twitter: 6 tweets, 6,620 impressions, 33 engagements
- Videos (all channels): 2 videos, 517 views



Washington Department of Ecology - Hanford was live. *** Published by Ryan Ecology Miller [?] - November 7 at 6:59 PM - 3



Ecology's Nuclear Waste Program Manager Alex Smith joins officials from the U.S. Department of Energy, the U.S. Environmental Protection Agency, and the Hanford Advisory Board for Hanford Live, an online conversation about cleanup at the Hanford Site





Hanford Site @HanfordSite · Nov 7

Tune in from 7 to 9 p.m. tonight for Hanford Live, an online conversation about Hanford cleanup with the U.S. Department of Energy, the Department of Ecology, and the Environmental Protection Agency. The main broadcast will be available at vimeo.com/369620266.





Survey Results

- Hanford Live 2019
 - Three responses
 - Survey administered through Envirolssues
- Hanford Live 2017
 - 57 responses
 - Survey created by Ecology through SurveyMonkey



Questions?

